Email #1 Tuesday, December 27th 2011

Subject line: Fwd: When was the last time you saw one of these?
Subject line: Re: When was the last time you saw one of these?

Comment [AH1]: See the e-mail I've forwarded….I don't think this "is of a size less than three-fourths or more than one and one-half, in linear dimension, of each part of the item illustrated"

There should be no doubt that this bill is not the size of a real dollar bill, and I think it's questionable….
Could you resize and resend?

From the Desk of George Carlson
Executive Customer Liaison

Hey (name),

I've never written an email like this before…but this is so urgent, that I felt I needed to contact you right away.

Right now (name), you have an even bigger pile of "unclaimed" IFII bucks just sitting in your IFII account.

IFII bucks are as good as cash with us. They give you the chance to save instantly when you purchase one of our products.

But that's not why I'm writing you today (name), I'm actually writing you with a warning.

Your IFII bucks that you have sitting unclaimed in your account—that could mean huge savings for you—<u>are getting ready to expire</u>!

In fact you may have already lost some. IFII bucks you received last December have already expired…and January, February and Marchs are only days away from expiring worthless as well! Wasting a golden opportunity.

But there is still time.

This week I've put together a very special reward for you. That will not only help you redeem your IFII bucks…but give you a whole heap of savings on top of what your IFII bucks have already guaranteed you.

It's A "Reward" We've ***Never*** Offered Before…

For a few days only, you'll be able to redeem your IFII bucks against any course or service we offer…at an incredible discount.

Here's how it works…

> ***First you will automatically get double the IFII bucks sitting in your account right now, up to $XXX worth. Giving you more "instant" savings!***
>
> ***After redeeming your IFII bucks, you will get an additional 20% discount on the remaining cost of your purchase. Giving you even more "instant" savings!***

That's potentially hundreds of dollars in savings! It's a simple thank you to our most valued members…and a bit of motivation to spend those expiring IFII bucks!

But, I should quickly mention 3 things:

1. **IFII bucks must be redeemed over the phone:** Because of how limited this opportunity is, we can only help you claim your rewards over the phone.

2. **This reward is only available for two days:** Due to the anticipated call volume we expect to experience, and a busy January schedule we had to limit this opportunity to the 28th and 29th of December only.

3. **Savings will only be applied to a new purchases:** Because these savings are so drastic, and a reward for your contributions to our community we can ***only*** apply these savings to a new purchase. With a maximum combined discount of $500 (including both IFII bucks, and your 20% discount) off any course or service.

But please be warned, you'll have to act fast.

With 5,999 other people receiving this email (name) and only two eight-hour days to take all these calls…our customer service team are going to be slammed.

Even if only 1 in 10 people call in, that's 25 calls for each rep per hour. With that call volume, we can't possibly guarantee you get through when you call.

So, we've taken further steps to make sure you get your discount.

We've created a *Priority Call list that when you join* today…will guarantee you get your double "reward" discount.

After you've joined the "priority call list", over the next two days—or longer if need be—you'll receive a call from a member of our team. Guaranteeing you get your rewards and savings!

But, if you chose not to join this list, that's fine too. The entire customer service team (except me) will be in office answering the phones for the next two days.

I'll actually be on vacation this week, but I'll shoot you an email from home tomorrow as a reminder.

And remember, if you get a busy signal, keep on trying and dialing!

Join the priority list here.

Talk to you tomorrow…

{Signature}

George Carlson
Executive Customer Liaison
IFII
1-800-XXX-XXXX

PS **Sign up for the Priority call list, and guarantee yourself a discount.** Remember, even if it takes us an extra week…we will call you and help you claim your rewards.

PPS Let's go over what your reward is again. You get double your IFII bucks, up to $XXX worth, and a 20% discount on a new purchase. With a maximum combined discount of $500! If you make a second purchase, savings can exceed $500! **Click here to guarantee you get them.**

Email #2 Wednesday, December 28th 2011

Subject line: Phone lines are now hot!

Dear XXX,

Our customer service team is ready to get started…CALL NOW AT 1-800-XXX-XXXX!

They are waiting for your calls, to help you redeem double your IFII bucks and a nice 20% discount on top of that. They'll make it easy for you to get your savings.

But first, lets recap what you'll get today…

> ***First I'll double the IFII bucks sitting in your account right now, up to $XXX worth.***
>
> ***After redeeming your "doubled" IFII bucks, I'm going to discount the remaining amount of your new purchase an additional 20% off.***
>
> ***One quick note, total savings on a single purchase is limited to $500. But if you make a second purchase, savings can exceed $500.***

Call customer service at 1-800-000-0000 right now! They will be in the office until 5:00 pm answering your calls.

Remember, your IFII bucks are getting set to expire. You've already lost your IFII bucks form last December…next is January…February…until eventually all your IFII bucks will be worthless.

Don't waste this opportunity. For two days you have the chance to not only redeem your IFII bucks, but also get a huge heap of rewards on top of that.

Call now!

Sincerely,

{Signature}
George Carlson
Executive Customer Liaison
IFII
1-800-XXX-XXXX

PS You can still join the Priority Call List today. Remember, **when you join the Priority call list, you are guaranteed to receive a call from one of our reps, to**

help get you your rewards. Even if it takes an extra week, you are guaranteed to get a call from our customer service team making sure you get your savings.

PPS Let's go over what your reward is again. You get double your IFII bucks, up to $XXX worth, and a 20% discount on a new purchase. With a maximum combined discount of $500! If you make a second purchase, savings can exceed $500! **Click here to guarantee you get them.**

Email #3 Thursday, December 29th 2011

Subject line: Only 8 hours left…

Dear XXX,

Last day to redeem your IFII bucks and claim incredible savings on the course or service of your choice!

Have you called our customer service team yet…or put your name on the priority call list (sorry for this email if you already have)?

There are only 8 hours left to claim your double IFII bucks and 20% discount…so start dialing if you haven't already!

That's on anything from Chris, Teeka, Costas or Ed!

So do it now…I am getting text messages from our customer service team now that they are already getting calls…call in now to get in line!

Sincerely,

{Signature}
George Carlson
Executive Customer Liaison
IFII
1-800-XXX-XXXX

PS You can still join the Priority Call List today. Sign up here. Remember, **when you join the Priority call list, you are guaranteed to receive a call from one of our reps, to help get you your rewards.** Even if it takes us an extra week…we'll call you and get you your rewards.

PPS Let's go over what your reward is again. You get double your IFII bucks, up to $XXX worth, and a 20% discount on a new purchase. With a maximum combined discount of $500! If you make a second purchase, savings can exceed $500! **Click here to guarantee you get your rewards.**

Email #4 Thursday, December 29, 2011

Subject line: 3 hours left(first Name), have you called yet?

Hey (name),

Only 3 hours left to claim your reward! It's the absolute best opportunity we've ever offered to save with your IFII bucks and only 6,000 people (including you) have the chance to take advantage.

But hurry…only 3 hours left.

I'm told our customer service team is feverously working through your calls…and the Priority call list.

If you value getting savings at all…please call in now take advantage, because time is running out.

But, if you would prefer we call you…**you can still join the "priority call list"**. Once you join the priority call list today, you'll be guaranteed to get this opportunity, and will receive a call from our customer service team next week.

Whether you call in or join the priority call list…is up to you. Either way, grab these savings and redeem your IFII bucks today!

Sincerely,

{Signature}
George Carlson
Executive Customer Liaison
IFII
1-800-XXX-XXXX